

# Impact of Advertisement and Publicity on Toothpaste Industry

**Ruhaan Pathan**

LJ Institute of Engineering and Technology, Ahmedabad, Gujarat, India

**Abstract:** *The aim of most businesses is to make profit with ethics & create a product or service that lays positive impact. This is only possible when product or service is communicated effectively to end consumers. Sales channel and other stakeholders. Advertisement sector plays a major role in setting story for brand, communication with customers. This study aims to study impact of advertisement on consumer perception.*

**Keywords:** Toothpaste Industry.